

Growing in Lake Park

*Village of Lake Park
Economic Development Commission
Meeting Minutes: Thursday,
August 20, 2015
Lake Park Community Center*

Attendees: Sandy Coughlin, Doug Lucas, Mark Phillips, Sharon Williams, Chris Yeager

Guests: David Cleveland, Jamey Cox, Margaret Phillips

Call to order & Prayer: Sandy called the meeting to order at 6:39 pm. Mark offered a prayer.

Minutes, Announcements & Finance: July 18 meeting minutes were approved as emailed and read. Mayor Cleveland and Sperry Van Ness Percival McGuire Advisor Jamey Cox and resident Margaret Phillips were welcomed. EDC budget balance is \$5380. Dan O'Brien has been paid for his final work on the mylakepark.com site. Minutes of the July 25 meeting to tour and assess signage were approved.

Council Comment: August *Lake Park Villager* copies are ready for distribution. Sharon and Doug distribute about 10 copies at their businesses. The .pdf version will be emailed to all on the EDC distribution list and to www.lakeparknc.gov.

Old Business: Village Development Strategic Goals

A. Commercial Enhancements: Lucas Landscaping will replace at no charge, the hollies that were installed in the Town Center planters with EDC funds. The hollies failed to survive their first year due to the extreme heat. Lucas will also refresh the loriopae at the base of the sidewalk trees as soon as the weather cools.

B. Town Center Leasing Update: Jamey Cox announced that negotiations are in progress with 3 potential tenants for Town Center. The owner, D.T. Management is intent on working with both new and current tenants to possibly reach full occupancy this year and possibly purchase the restaurant space now owned by Michael Konarzewski to bring the building back under one owner. Though Angela Williams CPA has left, another CPA, Christine Carlini, is a new tenant. Jamey indicated that rates are reasonable in light of the location and amenities compared to sites outside Lake Park and invited EDC suggestions and leads. EDC acknowledged that businesses that serve the public by appointment, such as a dentist, could be a good fit with currently available parking, and there are residents who long for a restaurant.

C. Center Planters Maintenance: The EDC requested that Sperry Van Ness Percival McGuire, as property managers for the Town Center, consider irrigation of plantings at Town Center because when the former building owner agreed to allow the Village to install the planters, it was included in the agreement that the EDC would include watering for the first year. Doug suggested that a watering system could be installed for under \$2000, including the plantings by the archway walk. Jamey asked for a quote to be sent to him and to Trey Werthington to propose to D.T. Management.

D. Town Center Signage: Jamey was interested to learn that the Town Center owns the two commercial blade signs on Faith Church Road. Discussion suggestions: DT Mgt provide and

maintain blades for new tenants as did the original builder/owner. It was suggested that updating blades for existing tenants, or other local organizations, might be offered and arranged by DT Mgt for a reasonable cost to the tenants and interested organizations (schools, churches, etc.). This would be an investment that any tenant may consider worthwhile when spread over the years still remaining in their current lease.

E. mylakeparknc.com commercial website: Chris has submitted the suggestions, additional photos and logos to James Smetana and will advise of his completion date at our September meeting.

F. Decorative Directional Signs: Mark presented photos of the welcome/entrance signs and Sandy is working on a bid request which will include illustrations and status of all the signs. This should be ready for approval at the September EDC meeting and bids ready to recommend to Village Council this fall. It is agreed that "Retail" and "Ryan Homes" should be removed. Commissioners will bring priority listing suggestions to the September 17 EDC meeting.

G. October 3 Music & Food Event: Final commitments and certificates of insurance will be arranged by Mark for Pita Pit, by Chris for Smax and Sugar, and by Sharon for Bellasera. Sharon will finalize with Ken Conrad for Music. We count on 3-4 food trucks for a successful event. Sandy is sending the first invitation flyer to all local businesses this month (August). Signs will need to be ordered for new vendors soon: Mark and Chris to advise Sharon as soon as commitments are known.

Communication:

Email or phone news items to Sandy before September 11 Villager deadline. The issue can be on www.lakeparknc.gov by the 9/17 and in homes by 9/22.

Next Meetings:

Thursday, September 17, 2015 at Community Center

New Topic: Final arrangement for Oct 3 Event

Adjourned: by consensus at 7:45 pm.